



**Banana Vital**<sup>®</sup>  
— SIMPLY BANANAS™ —

## FOR IMMEDIATE RELEASE

### Wegmans Goes Bananas!

**STATE COLLEGE, PA** – Saturday, February 24<sup>th</sup>, 2018, Banana Vital LLC will be launching their all-natural nutrition bar, Simply Bananas, at the State College Wegmans. Founder and President, Gracienne Myers, couldn't be more thrilled to debut her new product in a store who has shown her so much support. Myers stated, "I'd like to express my deepest gratitude for the continual effort and generosity the Wegmans' team displayed while helping with Banana Vital, and for going the extra mile to make Simply Bananas available to their customers. The world needs more people like you."

Currently available in 31 stores across the tri-state area—and soon to be in 14 Fairway Markets in upstate New York—Banana Vital is excited to distribute their non-GMO, allergen-free, no sugar added product throughout the country. "In today's fast-paced world, eating healthy isn't always convenient," Myers explained. "Even when we do our best to buy fresh produce, the short shelf-life often creates unfortunate waste, which most can't afford. And high-quality nutrition bars made of 100% pure banana, are virtually impossible to find."

Back in 2016, Myers set out on a mission in search of an all-natural, preservative-free banana bar that wasn't overly-sweet. But when she discovered only unhealthy, high-calorie products loaded with allergens, she immediately got to work in her kitchen creating one instead. She knew the world needed a superior nutrition bar made purely of nature's most extraordinary superfood, while eliminating the many pitfalls associated with buying fresh bananas. And after weeks of countless experiments, she finally had the exact product she'd been searching for. Banana Vital!

Myers went on to explain, "With the Banana Vital Bar, you get all the nutrition and benefits of fresh bananas, in a pocket-sized, ready-to-eat package, that will never get bruised or over-ripen before you have a chance to eat it." And with the amazing taste and freshness, we can't imagine consumers won't be lining up to try it. Myers is also excited about the new flavors, Banana Guava and Banana Coconut, that will be available later this year.

Banana Vital is a privately-held, WBE certified company with a strict and unwavering focus on developing superior products. The company uses only the highest quality ingredients and safest manufacturing practices to ensure the best nutrition for its customers, while operating with highest integrity at every level of its business operations, right down to ensuring the fair treatment of their workforce.

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